VHF drop-ins: FCC refuels the debate
Strike: light at end of the tunnel

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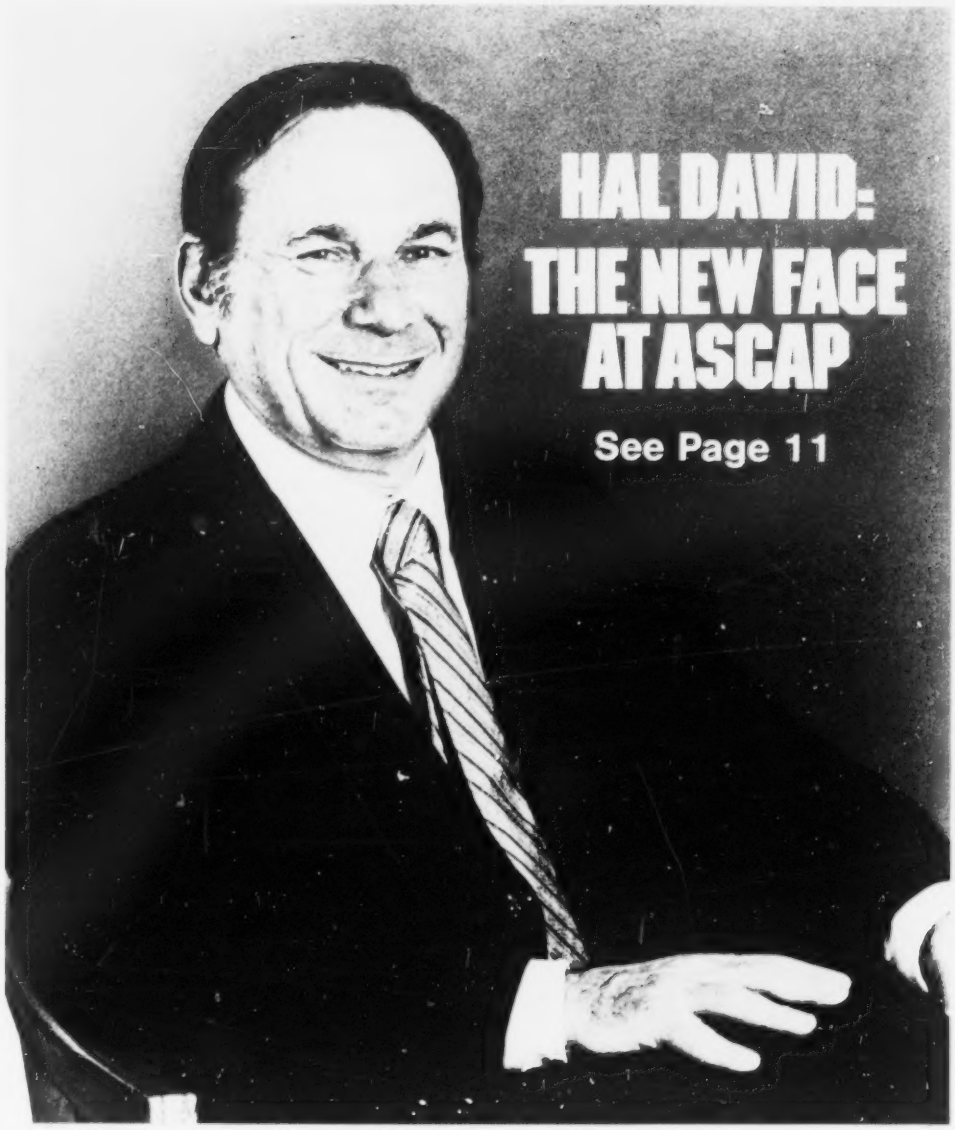
Our 49th Year 1980



HAL DAVID: THE NEW FACE AT ASCAP

See Page 11

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The Week in Brief

TOP OF THE WEEK

MORE, MAYBE ☐ The FCC adopts a proposed rulemaking that would drop-in as many as 139 VHF TV stations. **PAGE 21.**

UHF PROBLEMS/CURES ☐ An FCC staff report explains why UHF runs second in competing with VHF. It suggests changes in home antennas to lessen the disadvantage. **PAGE 23.**

GOLDENSON CALLS FOR PARITY ☐ ABC's chairman charges that government has tilted the balance against free TV. He offers a six-point remedy based on less regulation. **PAGE 24.**

BREAK IN STALEMATE ☐ The 10-week-old strike by SAG and AFTRA takes a major step towards resolution with tentative agreement on payments for home subscription TV and home videocassettes and disks. **PAGE 25.**

LAW & REGULATION

AIRING OUT RADIO DEREGULATION ☐ Panel discussions at the FCC indicate that there will be no major changes in the rules without a fight from public interest groups. **PAGE 28.**

TACKED ON ☐ The Swift crossownership bill is approved by the House Commerce Committee, but with amendments, one to give a VHF to every state, another to eliminate the Lea Act that limits featherbedding. **PAGE 30.**

JUSTICE DISAGREES ☐ It claims flaws in the FCC staff report that says networks have no monopoly over TV production. Some affiliates and Group W also oppose the findings and argue for retention of the prime-time access rule, but the networks reaffirm their stance on the other side of the fence. **PAGE 32.**

VOICE OF EXPERIENCE ☐ Prior to the FCC's vote to allow four short-spaced VHF drop-ins, Commissioner Lee provided his colleagues with a short course in the FCC's allocations policy since World War II. Much of it was based on his own 27 years on the commission, wrestling with the problems, and it amounted to a case against drop-ins. **PAGE 34.**

TECHNOLOGY

NEW EARLY LINE ON AM STEREO ☐ Motorola emerges as the leader in the revised notice of proposed rulemaking. The commission also asks whether it should revive the marketplace approach by approving more than one system. **PAGE 40.**

MEDIA

NCTA RAISES SIGHTS ☐ The association's board votes to plow back surplus into additional staff and the implementation of long-range goals. **PAGE 44.**

CABLE HANDOUTS ☐ Omaha publisher Warren Buffett decries the practice of franchise seekers who dole out interests to locals. He says it is an argument for common-carrier type regulation of rates. **PAGE 46.**

PROGRAMING

THAT VICTIMIZED FEELING ☐ The spiralling cost of syndicated programing has station management and production executives pointing fingers at each other during the BFM conference in San Diego. **PAGE 51.**

BUSINESS

CONFIDENT CBS ☐ Its meeting with Wall Street analysts is upbeat due to improved network ratings, a determination to control costs and the company's move into cable. **PAGE 53.**

JOURNALISM

AN EXTRA HITCH ☐ CBS News President Bill Leonard is asked to stay another year despite the company's mandatory retirement-at-65 policy. **PAGE 56.**

AS HERB KLEIN SAW IT ☐ The former Nixon aide's new book offers additional insights of the "love-hate" relationship between the White House of yesteryears and the media. **PAGE 57.**

PROFILE

MAN FOR ALL MEDIA ☐ Ralph Becker's roots have been in communications since his grade-school days. That has been a major factor in his success in many fields of media on the way to the presidency of Ziff-Davis Broadcasting Co. **PAGE 81.**

Bottom Line	55	Datebook	14	In Sync	42	News Beat	59
Business Briefly	8	Editorials	82	Intermedia	50	Playback	52
Changing Hands	48	Fates & Fortunes	75	Monday Memo	12	Stock Index	79
Closed Circuit	7	For the Record	59	Monitor	52	Washington Watch	38

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Index to advertisers ■ ASCAP front cover, 11 ☐ Associated Press 15 ☐ Blackburn & Co. 48 ☐ Bonneville Productions 35 ☐ Broadcast Electronics 46 ☐ Broadcast Personnel 75 ☐ Broadcast Programming International 53 ☐ CPM Inc. 4 ☐ ESPN 39 ☐ Michael R. Ellison 43 ☐ Enterprise Radio 37 ☐ Gannett 20 ☐ General Motors 47 ☐ Harris 19 ☐ Ted Hepburn 49 ☐ International Tapetronics 58 ☐ KBSC-TV 45 ☐ MCA-TV 6 ☐ MGM-TV inside front cover/page 3 ☐ Robert O. Mahlman Inc. 8 ☐ Mitsubishi 33 ☐ Mutual Broadcasting Systems 13 ☐ O'Connor Creative Services 17 ☐ Richter-Kalil 50 ☐ Sidney Ltd. 16 ☐ State Farm Insurance 57 ☐ Joe Sullivan 54 ☐ William B. Tanner 10 ☐ United Press International 27 ☐ United States Chamber of Commerce 29 ☐ WBRC-TV 9 ☐ WIIC-TV inside back cover ☐ WISN-TV 41 ☐ WSPA-TV back cover ☐ Walsh Associates 42 ☐ Western Cities Broadcasting 31 ☐

not expect to return to the BFM when it meets next year in Washington.

Another exhibitor was equally dissatisfied. He pointed out that the convention schedule provided little time for shopping. On Tuesday, for example, the floor was open from 7:30 a.m. to 6 p.m., but the conference schedule allowed for only limited trips to the exhibition—45 minutes in the morning (in two separate open periods) and an hour and 45 minutes in the afternoon (in three periods).

No one interviewed reported any sales at the show, although several said they had some prospects.

Warner executives indicted on bribery, racketeering charges

A federal grand jury in New York last week handed down a 17-count indictment in the Westchester Premiere Theater case against Jay Emmett, one of the triumviarate that makes up Warner Communication's office of the president. Included in the government's charges is the allegation that in 1973 Emmett accepted $70,000 in bribes to influence WCI to purchase $250,000 worth of stock in the theater, which went bankrupt in 1978. Emmett is also accused of "racketeering" by illegally diverting corporate funds.

Indicted at the same time was Leonard Horowitz, a marketing executive at Warner, who previously had been a vice president of the theater operation. Horowitz, the government charges, delivered the bribes to Emmett, and was the recipient through kickbacks of most of the over $100,000 that Emmett allegedly stole. Last year, several operators of Westchester Premiere were convicted of fraud. Horowitz was among those convicted, but that conviction was set aside while his request for a new trial is being reconsidered.

Emmett has denied the charges, and Warner chairman, Steven J. Ross, issued a statement expressing his "shocked" reaction to the indictment. Ross said it "comes after two years of highly publicized but unsubstantiated allegations" and furthermore in that trials of former Westchester Premiere employes "not a single witness presented evidence that Mr. Emmett did anything wrong." Ross voiced his confidence in Emmett's vindication.

TV turning into a clothes horse

Apparel makers, spurred by designer jeans firms, boost spending on television by more than 100% in first half of 1980

Marketers of ready-to-wear apparel are turning increasingly to television advertising to make household names for themselves and boost sales, according to an analysis by the Television Bureau of Advertising.

The analysis shows that in the first half of 1980 this category—encompassing sportswear, blouses, shirts, coats, suits, dresses, rainwear and lounging attire—increased its national and regional TV spending by 114% over the same period of 1979, going from $15.4 million to $32.9 million, based on estimates compiled by Broadcast Advertisers Reports.

The growth was attributed to increased TV use by established television advertisers such as Blue Bell, major new compaigns by designer jeans companies like Murjani, Jordache and Bonjour, and a return to TV by such brands as Arrow shirts.

The increase was in spot television, which more than tripled in the first half of this year and now accounts, TVB said, for about 75% of all dollars spent in TV for such products. Network expenditures remained constant.

"The apparel category is an area in which television has only begun to realize its potential," said TVB President Roger D. Rice. "Television did more than any other medium to force both consumers and retailers to sit up and take notice of such heretofore unknown names as Mur-

jani, Jordache and Bonjour."

He cited "the tremendous success of designer jeans advertising on TV," but noted that other manufacturers have also used the "packaged goods" approach with good effect. He singled out Londontown Corp., maker of London Fog rainwear and an early user of TV. He quoted Mark Lieberman, Londontown president, as saying that "identification of the London Fog brand name began to grow with the use of TV advertising in the early 70's."

Combined spot and network expenditures of TV's top 15 ready-to-wear apparel advertisers in the first half of 1980 and their comparable expenditures in the first half of 1970 were listed by TVB as follows, using estimates compiled by BAR:

	Jan.-June 1979	*Jan.-June 1980*	*Percent change*
1. Levi Strauss	$ 5,589,100	$ 5,916,300	+6%
2. Murjani	1,149,400	4,782,800	+316%
3. Jordache Enterprises	632,200	4,207,900	+566%
4. Bonjour Paris Fashions	0	3,009,800	–
5. Wrangler & Sedgefield apparel	1,059,700	2,685,000	+153%
6. Brittania Sportswear	0	1,375,300	–
7. Arrow shirts	11,500	1,002,400	+8617%
8. H.D. Lee apparel	830,800	995,400	+20%
9. Sergio Valente	0	975,900	–
10. Zena women's jeans	0	825,400	–
11. London Fog apparel	737,200	772,300	+5%
12. Sasson jeans	0	695,900	–
13. Calvin Klein apparel	134,500	661,800	+392%
14. Haggar Co.	648,100	461,200	-29%
15. Carter's children's apparel	245,900	329,700	+34%
TOTAL TOP 15	$11,038,400	$28,697,100	+160%
TOTAL READY-TO-WEAR APPAREL	$15,403,800	$32,886,400	+114%

Summary of broadcasting

FCC tabulations as of July 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,560	3	1	4,564	118	4,682
Commercial FM	3,227	2	0	3,229	143	3,372
Educational FM	1,063	0	1	1,064	86	1,150
Total Radio	8,850	5	2	8,857	347	9,204
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	84	313
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	11	173
Total TV	997	4	12	1,013	111	1,124
FM Translators	317	0	0	317	189	506
TV Translators						
UHF	2,539	0	0	2,539	216	2,755
VHF	1,304	0	0	1,304	451	1,755

*Special temporary authorization

**Includes off-air licenses